Written by amit bachchan Sunday, 22 December 2013 17:48 -



Krystal Dsouza Poonam Dhillion on the launch of upcoming new fiction show Ekk Nayi Pehchaan, Sony Entertainment Television's latest innovative offering is a story which redefines the relationship between a mother-in-law and daughter-in-law and tells us how when two women become each other's strength rather than downfall, it can change the dynamics of a family in a very positive way. It narrates the story of Sharda, a traditional housewife whose life is a complex mix of contradictions and how it changes with the entry of her daughter-in-law Sakshi who becomes her strength and inspiration. Starring the charming and graceful Poonam Dhillon as Sharda Modi, who returns to television after a long hiatus and the beautiful Krystle D'souza as Sakshi Modi,her daughter-in-law. Sony, presents to its viewers, a simple story filled with powerful drama, emotional twists, camaraderie and much more, with Ekk Nayi Pehchaan that premieres on December, 23, 2013 every Monday to Friday at 8:30 p.m.



Produced by Jay Mehta Productions, Ekk Nayi Pehchaanis an official adaptation of the popular Gujarati play 'Sharda', scripted by renowned Gujarati writer Varsha Adalja. The show explores the worlds of two different women with contrasting personalities, who elevate each other. Neglected and taken for granted by her own family, where her semi-literate character leads to her having low self- esteem, Sharda finds solace in her newly wedded daughter-in-law, Sakshi, who not only comfort's herbut also lifts her confidence and educates her. In return, Sharda guides Sakshi by sharing her wisdom and teaching her the virtues required to keep a family together.

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Speaking on the launch, Sneha Rajani, Senior EVP and Business Head, Sony Entertainment Television, said, "At SET, it is our constant endeavor to offer variety and novelty to our audiences by focusing on relatable themes, identifiable characters and empowering stories. Ekk Nayi Pehchaan is another offering in this direction; it is a contemporary, relatable yet inspirational storywhich stands for female empowerment, for hope and happiness, and for encouraging people to improve their lives by changing how they view traditional relationships. I hopethe show will be appreciated by the viewers."

Jay and Kinnari Mehta, Jay Mehta Productions, further added, "Ekk Nayi Pehchaan is a small effort in breaking all those clichéd stories on saas-bahus that we have seen so far. It is a simple story of a beautiful bond between two women who complement each other's lives. Apart from a social message on education, what we really want to show is the beautiful bond shared between a mother-in-law and a daughter-in-law, and how if they complement each-other's lives, they would both lead a beautiful life bringing happiness to the entire family. We are delighted to associate with Sony Entertainment Television and look forward to keeping our viewers engaged with good content.

Ekk Nayi Pehchaan boasts of a strong ensemble cast which comprises of Karan Mehra, Sooraj Thapar, Rita Bhaduri, Sushmita Dham, Ankita Bhargava, and NamishTaneja among others.